



REQUEST FOR PROPOSALS
FOR A DEVELOPMENT PARTNER
ABRIDGED VERSION

EXISTING CONVENTION CENTER SITE REDEVELOPMENT
A NEW CULTURAL, RESIDENTIAL, AND RETAIL DESTINATION
IN DOWNTOWN WASHINGTON DC
SEPTEMBER 2002



GOVERNMENT OF THE DISTRICT OF COLUMBIA
ANTHONY A. WILLIAMS, MAYOR



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APPENDICIES

- A. MAYOR'S ORDER #85-85, JUNE 10TH, 1985
- B. MAYOR'S ORDER #83-265, NOVEMBER 9TH, 1983
- C. DC LAW 2-156
- D. DC LAW 9-217



I. THE CHALLENGE

In this day and age, it is rare for a major American city to control a significant downtown development site, particularly one located at the heart of an active, mixed-use development corridor. However, such a singular opportunity is currently available to the citizens of the nation's capital, at the site of the existing Washington D.C. convention center.

To maximize this unique opportunity, the District of Columbia, represented by the Office of the Deputy Mayor for Planning and Economic Development ("ODMPED") and the Office of Planning ("OP"), (hereafter the "District") seeks a master developer, or group of developers through a joint venture (hereinafter the "Development Partner") for a public-private venture to develop residential and commercial uses on this site. The District believes that when these uses are brought together with supporting civic and cultural uses, the site will become the center of a new, downtown Washington destination.

This solicitation seeks a Development Partner that can meet the challenge to create a signature public-private destination for the District of Columbia. The selected Development Partner, subject to successful negotiation of an Exclusive Rights Agreement (hereinafter "ERA"), will have the right to purchase or lease the Development Parcels on the Site, as defined in Section II.

This request has evolved from a two year planning process. In July of 2000, Mayor Anthony A. Williams appointed a Task Force to recommend future uses for the existing convention center site, scheduled to be vacated when the new Washington Convention Center at Mt. Vernon Square opens in April 2003. After completing its first phase of planning, the Mayor's Convention Center Redevelopment Task Force issued a report in April 2001.

That report recommended that the District redevelop the site as a mixed-use urban neighborhood to include retail, residential, cultural and entertainment uses, with a programmable civic open space as its defining characteristic.

The Task Force further decided that key to this effort was the creation of a downtown destination identified as a place for the residents of Washington D.C., and at the same time an appealing attraction for national and international visitors.

In late 2001, the District began Phase II of its site planning effort, working with urban designers and development advisors in a site planning process to understand the site's opportunities and limitations. The District has prepared this RFP to conclude the Phase II planning process.

II. THE SITE

The Existing Convention Center site is bounded by New York Avenue, NW, 9th Street, NW, H Street NW and 11th Street, NW, at the edge of old downtown's traditional center, between the White House and Mt. Vernon Square. The site was assembled to accommodate the existing Convention Center in 1978 and 1979 by combining three city blocks and a national park reservation, and by closing two block segments of both Eye Street and 10th Street. (For definitional purposes, the entire 10.2 acres of land occupied by the convention center facility, including sidewalks and rights of way, is hereafter the "Site").

The District will select a Developer Partner to develop a master plan for the site and to be responsible for the implementation of the plan on certain parcels on the Site. The District, in consultation with the selected developer, will identify certain parcels to be developed by the selected developer (hereinafter "Development Parcels") and other parcels to be set-aside for Civic and Cultural Uses (also referred to herein as "Intended Uses").



III. THE DOWNTOWN

The Site is located in the midst of one of the most active areas of downtown development in the United States. Within the downtown, the Site has a special setting, fronting upon a major regional arterial road, New York Avenue. It is centrally situated in Downtown's primary growth corridor, within blocks of new office, retail, entertainment, cultural, residential and hospitality developments. In its new incarnation, it will bolster a critical mass of uses within walking distance of the new convention center, including a reopened Carnegie Library containing the Washington City Museum and the emerging entertainment district between Mt. Vernon Square and Pennsylvania Avenue.

This section of downtown Washington, D.C., often referred to as the "East End" or "Old Downtown", is a well-established commercial office district that bridges the city's grand federal buildings clustered near the National Mall to the south with the established Victorian residential neighborhoods to the north. It is also home to numerous museums and historic sites of national and international significance.

The East End was for over 100 years a vital retail center. During the last 30 years, however, it lost some of its prominence in the face of regional competition, changing demographics and shopping habits. Yet in the last four years, the East End has re-emerged with a critical mass of mixed-use development that is bringing 18-hour a day life and energy back to the streets. Redevelopment of the existing Convention Center site will make a major contribution in strengthening the mix of new development in Downtown DC. To illustrate this, a map of downtown assets and development activity can be found at www.downtowndc.org/DevInit/Development/DevMap.html.

The core between Pennsylvania Avenue and Mt. Vernon Square is now evolving into an active multi-destination district, pairing existing attractions with new uses including:

- A strong base of destination uses, including the National Portrait Gallery, National Museum of American Art, the MCI Center, home of Washington's NBA and NHL franchises, Ford's Theater, Shakespeare Theater, The National Building Museum, Navy Memorial, the Convention Center, and Chinatown.
- Emerging corridors of retail activity, especially along F and G Streets and on 7th Street between Pennsylvania Avenue and Eye Street.
- Continuing investment in mixed-used projects, such as Gallery Place, the former Woodward & Lothrop building, the Atlas and LeDroit buildings, the 900 block of F Street, and many new office projects that will include significant opportunities for solid ground floor retail.
- A growing downtown residential base, anchored by buildings such as Market Square, the Landsburg and the Pennsylvania, to be joined by over 3,186 new units within seven blocks of the existing convention center site by the end of 2004.
- A large concentration of hospitality facilities serves a range of market segments with almost 8,000 hotel rooms in over 20 hotels, within a 10-minute walk of the site.

Key to the long-term development of the East End is giving DC residents and visitors reasons to make downtown a destination. One way to do this is to harness downtown's engines such as the three million annual visitors expected at the new convention center; the 2 million attendees at the 200 annual events at the MCI Center; and the 19 million annual visitors to the National Mall, a few blocks to the south. In addition, there are currently 170,000 East End office workers and there will be over 3,500 residents by the end of 2004. The Mt. Vernon Triangle neighborhood just four blocks to the east is expected to add as many as 5,000 new residents by the end of the decade. Bringing DC residents and workers together with visitors at this site will spark further preferred growth and development throughout the East End district.

This section of downtown DC is the most Metro accessible destination in a metropolitan area of over five million people. It is also the most "walkable" downtown in the region. All of the current and future downtown attractions described above will be located within a ten-minute walk of the Site and the Metro Center and Gallery Place Metro stations.

To give Proposers the broader development context of the East End and the Site, the District's Downtown Action Agenda is available online at www.dcbiz.dc.gov.



IV. THE DISTRICT'S VISION FOR THE SITE

The District's core objective for this site is to create a great downtown destination with an appeal to Washingtonians and invites visitors to our city. This development must be a place for civic gatherings that is uniquely of the City of Washington, D.C.; a place with uses for all Washingtonians, one that is capable of bridging gaps between D.C.'s many distinct communities. This value translates into an urban mixed-use district, a locus of civic and residential life with urban retail and cultural amenities.

To make this vision a reality, the District has identified three primary uses on the Site:

A. Core Uses; B. Intended Uses; and C. Other Land Uses.

A. CORE USES

The expectation of the District is that the following Core Uses will be successfully implemented within the ranges indicated below. These uses are to be developed by the selected Development Partner, with the possible exception of the open space, which may be developed by the District. The F.A.R. square feet listed below may be larger than will be available on the site. The District and the selected developer will scale these sizes appropriately as they determine the final programming of the Site.

1. *Retail* – Street-oriented retail is a key component of making this site a success: it will bring people to the Site and supports the continuing retail growth of the East End. This street redevelopment must include active, ground-floor retail appropriately scaled with unique storefronts. The new Eye Street is imagined as a lively pedestrian retail street, with interesting streetscapes and outdoor cafes, at the heart of a special, Washington-oriented destination. At the street level, this will help to capture the feel of Washingtonian's favorite residential and retail districts, such as the U Street, Dupont Circle, Georgetown and Adams Morgan neighborhoods.

To achieve this, the District believes that retail should be maximized based on market conditions. Preliminary analysis indicates that the market and street level conditions, with some above and below grade additions in specific locations, may support up to 300,000 + square feet of new retail space.

2. *Residential* – To make the 18-hour mix of uses work and make downtown a residential address, the District believes that a series of residential buildings should be constructed on the Site. These residences will create a series of addresses for the Site, adding to the sense of place. They must offer a range of product types for families and other households, in an attractive and distinctive downtown residential design.

To create a critical mass, the District believes the Site requires between 600-900 new residential units. Not less than five percent of the rentable square footage of the residential portion of the Site will be affordable to households earning under 30 percent of the Washington, DC Area Median Income (AMI). Not less than five percent of the rentable square footage of the residential portion of the Site will be affordable to households earning less than 60 percent of AMI. In addition, at least

ten percent of the rentable square footage of the residential portion of the Site must be affordable to households earning under 80 percent of AMI. The mixture of affordable unit types will be proportional to the number of units in the overall development.

3. *Open Space* – An attractive open space is a critical element of this project. To give Washington the downtown "town center" that it needs, the Site requires a landscaped, programmable public open space of approximately one acre. This space would be intended specifically as a public gathering place and connect the many uses on the site, creating a direct relationship with the civic, retail, entertainment and residential uses.

B. INTENDED USES

The District intends to place the following Civic and Cultural Uses on the site, subject to their organizational and financial feasibility.

1. *Civic Use* – Library. As the cornerstone to a revitalized public library system, the District wishes to establish a new downtown central library on the Site. As a media and technology center, such a new facility would become a literacy-focused civic center for Washingtonians, bridging the digital divide. As a use that contributes to a great destination, the library is intended to contribute to an active street environment with bookstores, cafes and possibly smaller performance venues. To accommodate this use (which may vary in size, depending on locations and the amount of basement area deemed appropriate) the District will reserve an approximate 50,000 square foot footprint for the potential development of such a facility.
2. *Cultural Use* – Performance Venues. The District wishes to create an arts and entertainment district at the heart of the site. Given the Site's central location and easy accessibility, the District believes that the Site can and should be the locus for festivals and programs that reflect the City's diversity and that attract people from throughout the District and the region. To this end, the District would like to see a 250,000 square foot facility developed that would include: two performance venues, permanent and temporary exhibition space, educational components, and complementary retail space. The exhibition space could be used to showcase artifacts that are part of the permanent collection of the Smithsonian Institution and the Library of Congress. The two smaller performance venues, which would seat 750 and 250 people respectively, could be used for community gatherings and would provide opportunities for D.C. musicians and artist to perform as would the adjacent public space described in Section IV.A.3, Open Space. In addition to the two small performance venues, there would be a 3,000-seat theater that would be used for popular entertainment, including major festivals that would involve the entire community. It also could serve as a venue for plenary sessions for conventions utilizing the adjacent new Washington Convention Center. To accommodate this set of uses and their development, the District will reserve a footprint of approximately 70,000 square feet (which may also vary, depending on locations and the amount of basement area deemed appropriate) for these uses.

The District believes the Civic and Cultural Uses will add to the active profile of the Site. They are to be developed by the District or by non-profit organizations. The District will determine whether the Civic and Cultural uses will be developed on the Site based on their economic viability and their capacity to be realized within a reasonable timeframe. If the District decides to build the Civic and Cultural Uses, then the District and the selected developer will decide where they will be located on the Site by a date to be determined while negotiating the Exclusive Rights Agreement (ERA).

C. OTHER LAND USES

The District is willing to consider the following uses on a limited basis to complement the development economics of the Project and support the infrastructure costs of the Site.

1. *Office* – The District may also consider a limited office use on the Site.
2. *Hotel* – A smaller niche hotel may be considered as a use on the Site.

The uses described below may have larger numbers of F.A.R square feet than may be available on site. It is assumed that these sizes will be scaled appropriately as the final programming for the site is determined by the District and the selected Development Partner.

D. PARKING

Adequate parking will be essential to accommodate the uses on the Site. While physical limitations, zoning and other standards will dictate the final volume of parking, the District believes that between 1,100–1,500 parking spaces should be located below grade to attract core uses. Additional spaces will be needed to accommodate the intended uses. Appropriate allocation of costs will be subject to final programming through negotiation of the Exclusive Rights Agreement.

E. UNDERGROUND CONVENTION CENTER EXPANSION SPACE

If it is determined that additional expansion space is needed to support the new convention center and this space cannot be accommodated at another nearby location, then the District reserves the right to accommodate underground expansion space at the Site.

The following table summarizes the program proposed for achieving the District's vision for the Site:

PROGRAM SUMMARY, EXISTING CONVENTION CENTER SITE	
USES	UNIT RANGES RECOMMENDED
A. Core Uses	
Retail	Up to 300,000 sf
Residential	600-900 units
Open Space	1 acre minimum
B. Intended Uses	
Central Library	50,000 sf footprint
Performance Venues	70,000 sf footprint
C. Other Uses	
Hotel	250-300 rooms
Office	To be determined
D. Parking	
Parking	1,100-1,500 plus specific requests
E. Underground Convention Center Expansion Space	
Space	TBD

The design vision for the Site is more fully described in the “Envisioning The Site” document included in the Request for Proposal developers kit.

V. THE DISTRICT’S VISION OF THE DEVELOPMENT PARTNERSHIP

Over the past three years, the District has become a more capable and thoughtful partner in public-private ventures and is dedicated to the formidable task of redeveloping this site. To match this commitment, the redevelopment of the existing convention center site requires a long-term Development Partner with the vision and development expertise to create a distinct and sustainable urban place, and an understanding of the importance of design in the execution of the project. The developer(s) will be asked to transform the Site into a set of interrelated projects that bring key elements of the vision together with sensitivity to the unique role this site will have for the city of Washington, as a place of the City's own, and as a model urban center.

The selected Development Partner will be expected (i) to cooperate actively with the District in developing and completing the master plan for the site and the development program for the site; (ii) to prepare an applicable development plan and carry out predevelopment activities with respect to each of the uses to better assure the timely implementation of each aspect of the plan (though this may vary with respect to the Core Uses and the Intended

Uses, it is important that the master plan be integrated and that the implementation be timely); (iii) to perform, on behalf of the District, other development activities reasonably related to the successful implementation of the plan and the achievement of the District's objectives for the project.



As a project that will likely be developed over a period of years, the District seeks a partner with the development experience and longevity to carry out this mission through the numerous public-private partnership issues, community processes and financing cycles that will occur through this period. The successful developer will need to have a track record of collaborating with the public sector to produce great urban places over comparable periods of time with community partners.

The selected developer will need to have a track record of creating value for its public sector partners in the many ways that public value is defined: through expansion of the District's tax and revenue base; by producing great buildings and great public spaces; managing land use and tenant relationships so that they bring value to one another, the developer, and the District; and utilizing diverse team of contractors and subcontractors to employ District residents, with an exceptional blend of larger firms and local, small and disadvantaged businesses.

As an implementer, the District seeks a Development Partner with broad and deep development capability. While many developers can skillfully develop one or more

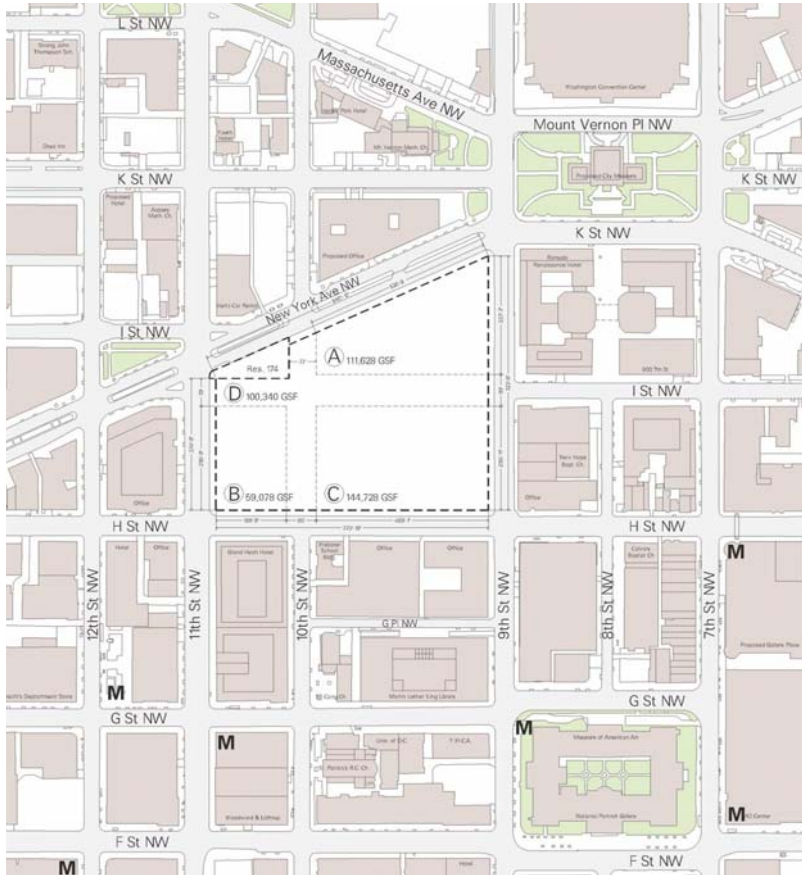
of the uses proposed for the site, this offering seeks a Development Partner that can develop the proposed uses with the wisdom needed to create the outcomes targeted in Section IV., The Vision of the Site. This will require mastery of both the development fundamentals required for each use, as well the experience to know how the uses are intended to interact in the fully redeveloped Site.

From a design standpoint, the Site needs a coherent, yet stylistically diverse development that represents the best innovation in urban design architecture and landscape architecture. It will need to maximize the right connections between cultural, retail and residential programming. The successful developer that meets these requirements must have a track record of working with architects capable of producing innovative, functional and well-executed projects.

VI. DEVELOPMENT PARAMETERS

The purpose of the Development Parameters that follow is to identify major business terms and underlying dynamics that the District and the selected Development Partner will engage during the redevelopment process.

1. To make the redevelopment of the site possible, the District will demolish the existing building, delivering the Development Parcels to a Development Partner or Partners free of substantial structures. Subsequent to the demolition of the structure, further environmental testing will be undertaken and the responsibility for this will be negotiated between the District and the Selected Development Partner in the ERA.
2. For the purpose of illustrating one among the many possible arrangements of uses on the Site that would respond to the District's vision, the Site has been divided into three blocks shown as Parcels A, B, and C totaling 315,434 square feet of footprint, with the deduction of the space required to re-introduce 10th and Eye Streets rights of way through the site. Further parcelization is possible as the District and the selected Development Partner refine siting.
3. This solicitation assumes that the selected Development Team will develop all of the Development Parcels privately with Core or Other Uses. Through the ERA negotiation process, the District may ask developers to participate in the planning and development of other elements of the project, as defined in this RFP.
4. The District wishes to collaborate with the Development Partner on the creation of a design process that fosters the highest level of quality and innovation in urban design architecture and landscape architecture. The District may consider a competitive process for the design of public buildings and public spaces.
5. The District will retain ownership of portions of the Site for public purposes, which may include the Civic Open Space, Library and Cultural Venues.



6. Based on site planning and design that meets applicable statutory and regulatory requirements, as well as other discretionary thresholds defined by the Office of Planning (OP), OP may entertain requests by the Selected Development Partner for OP recommendations of zoning relief to the District Zoning Commission and other applicable District regulatory entities.
7. Proposers should assume that the above-ground new development generally builds to the assumed right of ways or parcel boundaries and does not extend beyond them, other than where compelling public benefit can be demonstrated.
8. Assuming that required zoning and other approvals have been granted, Proposers should assume that building heights along New York Avenue NW, and along 11th Street NW may not exceed 130 feet. Along 9th Street, H Street, Eye Street and 10th Street, building height should not exceed a maximum of 110 feet.
9. The Proposers should assume that they will not be responsible for the financing of the Civic and Cultural Uses. These uses will be financed separately.
10. Proposers may be given the opportunity to participate in the construction and operation of below grade parking. If the parcel is District-owned, then the District can apportion the cost of construction among the users. If the parcel is Developer-owned, then the apportionment must be done by the Developer through parking agreements.
11. In the event that Civic and Cultural Space is located on the Site, The District will retain approval rights of the site planning and design of the buildings.
12. Proposers should assume the following treatment of the rest the Site:
 - a. There are existing agreements between the District of Columbia and the U.S. National Park Service ("NPS") that require that the 10th and Eye Streets corridors are reintroduced as vehicular public rights of way in approximately the same location as the historic streets. Under certain circumstances, the District may entertain proposals and seek relief on the final location and use of the rights of way in the design of the site. In cases where public benefit can be demonstrated, the District may request that the National Capital Planning Commission ("NCPC") maintain only pedestrian access on one or both of these streets; or the District may request that a portion or one or more buildings be allowed within those alignments, assuming, as before, that compelling public benefit would be achieved by such an alignment.
 - b. U.S. NPS Reservation 174 is one of the parcels of the site. The parcel is federally owned, although the District has jurisdiction over the site for specific purposes. In certain circumstances, the District may entertain proposals and seek relief from NPS and NCPC requirements for the use of the reservation in the planning and design of the project. In cases where public benefit can be demonstrated, the District may request that the NPS and NCPC amend the reservation to allow some development to occupy all or part of the reservation, assuming, as before, that compelling public benefit would be achieved as part of the overall urban design of the Site.

